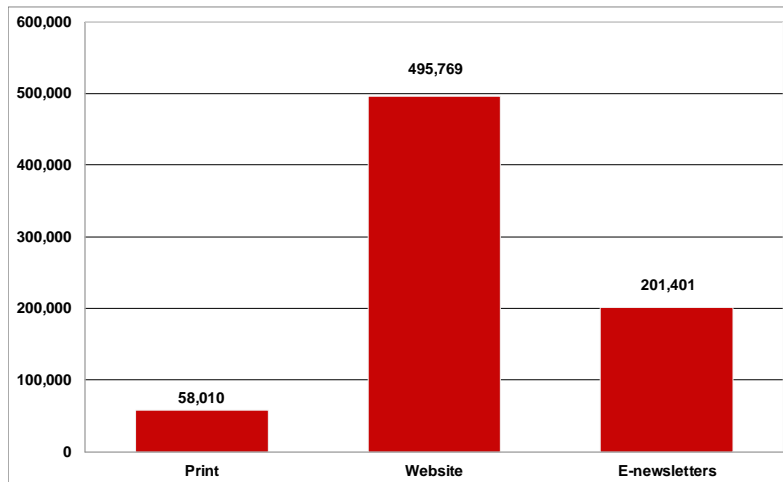


**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended December 31, 2016

TOTAL GROSS CONTACTS: 755,180*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
Vetted-Print: (See pages 3 - 7)	Qualified Paid & Nonpaid: 58,010	6 months ended December 31, 2016 <i>Subject to Audit</i>
Website (See page 8) www.360.com	Page Impressions: 1,350,699 Visits: 617,331 Unique Browsers: 495,769	6 months ended December 31, 2016 <i>Subject to Audit</i>

*Total Gross Contacts include Qualified Paid and Nonpaid Circulation, Unique Browsers, and E-newsletters Average Issue Net Distribution. Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



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EXECUTIVE SUMMARY (Continued)

PRODUCT	CONTACTS	PERIOD
E-newsletter (See page 8) HospitalDesign360	Average Issue Net Distribution:	14,387 6 months ended December 31, 2016 (issues in period 6) <i>Subject to Audit</i>
E-newsletter (See page 8) Business360	Average Issue Net Distribution:	37,907 6 months ended December 31, 2016 (issues in period 6) <i>Subject to Audit</i>
E-newsletter (See page 8) dvm360 Full Circle	Average Issue Net Distribution:	49,664 6 months ended December 31, 2016 (issues in period 26) <i>Subject to Audit</i>
E-newsletter (See page 9) Equine360	Average Issue Net Distribution:	8,910 6 months ended December 31, 2016 (issues in period 10) <i>Subject to Audit</i>
E-newsletter (See page 9) Firstline360	Average Issue Net Distribution:	26,997 6 months ended December 31, 2016 (issues in period 12) <i>Subject to Audit</i>
E-newsletter (See page 9) Medicine360	Average Issue Net Distribution:	42,218 6 months ended December 31, 2016 (issues in period 6) <i>Subject to Audit</i>
E-newsletter (See page 9) Products360	Average Issue Net Distribution:	21,318 6 months ended December 31, 2016 (issues in period 6) <i>Subject to Audit</i>
Social Media (See page 10)	Facebook Likes: (DVM360) Twitter Followers: (DVM360) Pinterest Followers: (DVM360)	27,277 21,046 3,464 As of December 31, 2016

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CHANNEL PROFILES

PRINT

Field Served: Veterinary Economics serves the veterinary field.

Published by: UBM
Frequency: 12 times/year



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 58,010

1A AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Explanatory	1,613	
Digital Only, See Explanatory	37	
Total Individual	1,650	
Multi-Copy Same Addressee, See Explanatory	5	
Total Average Qualified Paid Circulation		1,655

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Explanatory	51,582	
Digital Only, See Explanatory	4,773	
Total Individual	56,355	
Total Average Qualified Nonpaid Circulation		56,355

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	58	
Miscellaneous, Including Staff Copies, See Explanatory	782	
Total Average Nonqualified Circulation	840	

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS
None

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CHANNEL PROFILES

PRINT

2

QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES



2016 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul	58,059	1,770	43	1,813	1,813	51,430	4,816	56,246	56,246
Aug	58,000	1,711	42	1,753	1,753	51,489	4,758	56,247	56,247
Sep	58,000	1,637	38	1,675	1,675	51,563	4,762	56,325	56,325
Oct	58,000	1,571	35	1,606	1,606	51,629	4,765	56,394	56,394
Nov	58,000	1,520	34	1,554	1,554	51,680	4,766	56,446	56,446
Dec	58,000	1,498	28	1,526	1,526	51,702	4,772	56,474	56,474

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 2016 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 6.1% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 0.2% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
1. Exclusive Small Animal Practice	45,385	78.3	791	25	816	41,000	3,569	44,569	44,569	
2. Over 50% Small Animal.....	6,093	10.5	168	3	171	5,198	724	5,922	5,922	
3. Mixed Practice.....	6,000	10.4	65		65	5,469	466	5,935	5,935	
4. Exclusive Large Animal Practice:										
A. Cattle.....	5	0.0	5		5					
B. Horse.....	5	0.0	5		5					
C. Swine	1	0.0	1		1					
D. Large Animal Practice (more than one)	5	0.0	5		5					
5. Over 50% Large Animal	15	0.0	15		15					
6. DVM Type of Practice Unknown.....	4	0.0	4		4					
7. Manufacturers of Veterinary Drugs or Equipment	8	0.0	7	1	8					
8. Government: Federal, State, Municipal/Armed Forces.....	6	0.0	6		6					
9. Students:										
A. Veterinary Medical Students										
B. Veterinary Technician Students										
11. Academic/Teaching/Libraries/Research	9	0.0	9		9					
12. Others Allied to the Field	464	0.8	439	5	444	13	7	20	20	
Other Paid Circulation										
Subscriptions										
Single Copy Sales										
Total Qualified Circulation.....	58,000	100.0	1,520	34	1,554	51,680	4,766	56,446	56,446	

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CHANNEL PROFILES

PRINT



3B AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				Total	%
				1 Year	2 Years	3 Years			
Paid and Qualified Nonpaid Circulation:									
Total Direct request from recipient:	40,911	4,798	36,788	6,471	2,450	45,709	78.8		
Written	4,222	273	2,637	1,410	448	4,495	7.8		
Telecommunication	29,431	2,592	27,144	3,533	1,346	32,023	55.2		
Internet and E-mail	7,258	1,933	7,007	1,528	656	9,191	15.8		
Total Direct request from recipient's company:	3			1	2	3	0.0		
Written	1			1		1	0.0		
Telecommunication, See Explanatory	2				2	2	0.0		
Internet and E-mail									
Total Communication other than request:	1,128	2	1,130			1,130	2.0		
Written	171	2	173			173	0.3		
Telecommunication	235		235			235	0.4		
Internet and E-mail	722		722			722	1.3		
Association									
Business Directories, See Explanatory	11,152		11,152			11,152	19.2		
Lists									
Acquired Circulation									
Other Sources, See Explanatory	6		6			6	0.0		
Total Paid and Qualified Nonpaid Circulation ..	53,200	4,800	49,076	6,472	2,452	58,000	100.0		
Percent	91.7	8.3	84.6	11.2	4.2	100.0			
Paid Subscription Circulation									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation						58,000			

3C MAILING ADDRESS ANALYSIS Reporting not required

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CHANNEL PROFILES

PRINT

4 GEOGRAPHIC ANALYSIS



State	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation
Alabama	35	2	37	37	809	64	873	910	
Arizona	19		19	19	945	94	1,039	1,058	
Arkansas	13		13	13	454	25	479	492	
California	125	3	128	128	4,006	423	4,429	4,557	
Colorado	33		33	33	1,321	148	1,469	1,502	
Connecticut	16		16	16	711	56	767	783	
Delaware	3		3	3	120	21	141	144	
District of Columbia	2		2	2	43	7	50	52	
Florida	63		64	64	3,341	308	3,649	3,713	
Georgia	29	1	30	30	1,574	136	1,710	1,740	
Idaho	11		11	11	334	44	378	389	
Illinois	48	3	51	51	1,977	192	2,169	2,220	
Indiana	42	1	43	43	1,104	101	1,205	1,248	
Iowa	22	1	23	23	778	61	839	862	
Kansas	22		22	22	760	94	854	876	
Kentucky	18		18	18	783	47	830	848	
Louisiana	19		19	19	701	51	752	771	
Maine	13		13	13	350	36	386	399	
Maryland	20		21	21	1,020	93	1,113	1,134	
Massachusetts	21	2	23	23	1,102	90	1,192	1,215	
Michigan	45		45	45	1,728	155	1,883	1,928	
Minnesota	26		26	26	1,131	100	1,231	1,257	
Mississippi	7		7	7	501	18	519	526	
Missouri	34	2	36	36	1,284	102	1,386	1,422	
Montana	3		3	3	316	29	345	348	
Nebraska	13		13	13	482	54	536	549	
Nevada	4		4	4	325	29	354	358	
New Hampshire	8		8	8	369	30	399	407	
New Jersey	36		36	36	1,135	84	1,219	1,255	
New Mexico	11	1	12	12	327	26	353	365	
New York	60	2	62	62	2,407	212	2,619	2,681	
North Carolina	32		32	32	1,875	173	2,048	2,080	
North Dakota	5		5	5	120	10	130	135	
Ohio	54		54	54	1,972	157	2,129	2,183	
Oklahoma	22	1	23	23	816	61	877	900	
Oregon	20	1	21	21	920	98	1,018	1,039	
Pennsylvania	52		52	52	2,076	161	2,237	2,289	
Rhode Island	4		4	4	165	16	181	185	
South Carolina	8		8	8	787	65	852	860	
South Dakota	7		7	7	171	16	187	194	
Tennessee	26		26	26	1,218	98	1,316	1,342	
Texas	79	2	81	81	3,721	364	4,085	4,166	
Utah	4		4	4	311	31	342	346	
Vermont	7		7	7	209	22	231	238	
Virginia	37	1	38	38	1,629	153	1,782	1,820	
Washington	24	1	25	25	1,311	149	1,460	1,485	
West Virginia	11		11	11	271	21	292	303	
Wisconsin	27		27	27	1,374	123	1,497	1,524	
Wyoming	6		6	6	142	17	159	165	
TOTAL 48 CONTERMINOUS STATES	1,246	26	1,272	1,272	51,326	4,665	55,991	57,263	
Alaska	3		3	3	114	15	129	132	
Hawaii	4		4	4	137	21	158	162	
TOTAL ALASKA & HAWAII	7		7	7	251	36	287	294	
Single Copy Sales U.S. Unclassified									
TOTAL UNITED STATES	1,253	26	1,279	1,279	51,577	4,701	56,278	57,557	
Poss. & Other Areas	5		5	5	79	15	94	99	
U.S. & POSS., etc.	1,258	26	1,284	1,284	51,656	4,716	56,372	57,656	
Canada	172	5	177	177	19	12	31	208	
International	90	3	93	93		36	36	129	
Military or Civilian Personnel Overseas					5	2	7	7	
Other International									
TOTAL INTERNATIONAL	262	8	270	270	24	50	74	344	
E-Mail Address Only									
Other Unclassified									
GRAND TOTAL	1,520	34	1,554	1,554	51,680	4,766	56,446	58,000	

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CHANNEL PROFILES

PRINT

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2016**



5 PRICE DATA

Basic Prices: Subscriptions: U.S., \$43.00; 2 yrs. \$66.00; 3 yrs. \$100.00.
Canada & Mexico, 1 yr. \$60.00; 2 yrs. \$117.00; 3 yrs. \$162.00.
International, 1 yr. \$85.00; 2 yrs. \$159.00; 3 yrs. \$229.00.
Single Copy: U.S., \$21.00. Canada and Mexico, \$25.00. International, \$27.00. Digital, \$32.00.

6 TERM DATA Reporting not required

7 SALES CHANNELS Reporting not required

8 PREMIUM USAGE Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Reporting not required

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Reporting not required

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CHANNEL PROFILES

WEBSITE

www.dvm360.com

6 MONTHS ENDED DECEMBER 31 2016	Page Impressions	Visits	Unique Browsers
Jul	1,333,856	638,151	517,066
Aug	1,457,082	653,455	526,155
Sep	1,393,050	635,656	511,964
Oct	1,451,213	655,460	519,880
Nov	1,249,808	561,355	447,245
Dec	1,219,184	559,909	452,302

E-NEWSLETTERS

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
HospitalDesign360		
Jul 2016	1	13,239
Aug 2016	1	13,194
Sep 2016	1	12,805
Oct 2016	1	13,163
Nov 2016	1	17,484
Dec 2016	1	16,439

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Business360		
Jul 2016	1	33,972
Aug 2016	1	34,655
Sep 2016	1	39,394
Oct 2016	1	39,226
Nov 2016	1	40,121
Dec 2016	1	40,071

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
dvm360 Full Circle		
Jul 2016	4	48,216
Aug 2016	5	49,001
Sep 2016	4	51,190
Oct 2016	4	50,615
Nov 2016	5	50,095
Dec 2016	4	48,922

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CHANNEL PROFILES

E-NEWSLETTERS

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Equine360		
Jul 2016	1	7,675
Aug 2016	2	8,421
Sep 2016	2	9,041
Oct 2016	2	9,307
Nov 2016	2	9,330
Dec 2016	1	9,230
E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Firstline360		
Jul 2016	2	24,903
Aug 2016	2	25,562
Sep 2016	2	27,160
Oct 2016	2	27,140
Nov 2016	2	28,832
Dec 2016	2	28,385
E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Medicine360		
Jul 2016	1	38,650
Aug 2016	1	34,787
Sep 2016	1	44,698
Oct 2016	1	44,454
Nov 2016	1	45,402
Dec 2016	1	45,319
E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Products360		
Jul 2016	1	21,601
Aug 2016	1	21,745
Sep 2016	1	21,882
Oct 2016	1	21,364
Nov 2016	1	20,832
Dec 2016	1	20,485

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Social Media

As of December 31, 2016

See Explanatory

Facebook Likes

27,277



<https://www.facebook.com/dvm360>

Twitter Followers

21,046



<http://twitter.com/dvm360>

Pinterest Followers

3,464



<https://www.pinterest.com/dvm360/>

EXPLANATORY

Publication:

Audit Cycle: June Ending.

- (a) Print Only Individual subscriptions, averaging 1,613 paid copies per issue and 51,582 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version only of VETTED.
- (b) Digital Only Individual subscriptions, averaging 37 paid copies per issue and 4,773 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of VETTED is made available to subscribers wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (c) Multi-Copy Same Addressee subscriptions, averaging 5 copies per issue, represent copies sold in quantities of 2 or more to business concerns.
- (d) Miscellaneous includes checking and promotion copies, averaging 782 copies per issue, served to advertisers and agencies.
- (e) Communication other than request, represents copies obtained from sister publications.
- (f) Business Directories represent copies served to subscribers obtained from recognized directories.
- (g) Other Sources represent copies served to subscribers obtained from recognized directories.

Definition of Recipient Qualification:

Qualified recipients are: private practice veterinarians. DVM's whose specialty is unknown, students in veterinary colleges, teachers and researchers in veterinary educational and research institutions. Also qualified are veterinary drug and equipment manufacturers, government agencies including the armed forces, universities and libraries, veterinary technician students, and members of the Veterinary Hospital Managers Association.

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EXPLANATORY (Continued)

Website:

AAM Digital Services Definitions:

Domains included in website traffic: veterinarybusiness.dvm360.com, veterinarycalendar.dvm360.com, veterinaryhospitaldesign.dvm360.com, veterinarymedicine.dvm360.com, veterinarynews.dvm360.com, veterinaryteam.dvm360.com, www.dvm360.com, www.thecvc.com.

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate visits by the same browser. In other words, regardless of the number of times that an identified browser visited the site, they were considered a single unique browser for the period.

Website Usage Definitions:

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, and that is recorded at a point as late as possible in the process of delivery of the content to the user's browser, therefore closest to the actual opportunity to see the content by the user. In effect, one request by a browser should result in one page impression being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Unique Browser: A measurement of unduplicated cookie browsers that accessed the digital content of a site during the measurement period reported. In the absence of a cookie, the combination of the IP address and user-agent string may be used to measure a unique browser. For numerous reasons, a unique browser does not represent a unique individual.

Visit: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-newsletters:

Net Distribution: The number of e-newsletters for a given mailing that reached the subscriber's email delivery server with a positive status code response received in return. Net distribution is calculated by subtracting undelivered messages from sent messages.

Social Media:

Facebook Likes:

Facebook is a social networking website. A like represents the number of times that a registered user clicks on the Like button on a Facebook page controlled by a Publisher. A Facebook Like may not equate to an individual person.

Twitter Followers:

Twitter is a real-time short messaging service that works over multiple networks and devices. Followers are registered users of Twitter who "follow" the "tweets" of another registered user. A tweet consists of a text message of 140 characters or less. The number of Twitter Followers represents the total followers of the tweets and may contain followers that subscribe to multiple feeds. A Twitter Follower may not equate to an individual person.

Pinterest Follower:

Pinterest is a Social Network that allows users to share and organize content on their browsers. Once someone follows another Pinterest user, they can then choose to display the host content on their personal Pinterest page. A Pinterest Follower may not equate to an individual person.

<p>We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.</p>		<p>Format: Standard Established: 1959 AAM Member Since: 2015 Member No. 06-1318-1 SRDS: H46</p>
<p>Parent Company: UBM</p>	<p>JOY PUZZO</p>	<p>Published by: UBM 8033 Flint Street Lenexa, KS 66214 T: (800) 255-6864 - F: (913) 492-4157 www.dvm360.com</p>
<p>KRISTINA BILDEAUX</p>	<p>VP Marketing and Audience Development</p>	<p>Publisher: Becky Turner Chapman Editor: Brendan Howard</p>
<p>Audience Development Director</p>		

06-1318-1	Analyzed Issue Date	11/01/16
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	21.00
	Association Subscription Price	
	U.S. Subscription Price	43.00
	Canadian Subscription Price	60.00
	International Subscription Price	85.00